

**Re: Federal Telephone Consumer Protection Act (TCPA)  
Fax Ban #02-278**

We are writing to express our outrage over the amended regulations in the proceeding cited above which will require us to obtain prior express written permission from our customers in order to provide them with faxed notifications of price changes and other notices of critical importance.

We are a major distributor of wearables, providing blank goods to a wide range of customers from multi-million dollar ad specialty corporations to small "Mom & Pop" businesses domestic and international. By reversing the exemption for established business relationships, you have created an unacceptable, and potentially devastating, communication roadblock not only to our business, but to all of our customers' businesses as well.

The wearables industry has an extremely dynamic, fluid nature. Our customers rely on e-mail and faxes to keep up with sales, rebates and special offers generated through us by the mills. We do not delude ourselves into believing we are their only sources for their blank products. Our reports indicate they are simultaneously working with our competitors on a daily basis.

Requiring them to send us written authorization for fax transmittals is a logistical nightmare. At the very least, we will have to: generate the letters; follow up with each customer; deal with their complaints about having to fill out the paperwork; assign personnel to process responses; and, update the customer master data file. From our customers' standpoint, not only will they have to take time out of their day to complete and mail these letters (and our competitors' letters as well) but also work blindly, without benefit of updates, until we receive and process the forms.

We are conducting business in the 21<sup>st</sup> Century. Are you?

We use faxes, e-mail, and any other method at our disposal to expedite the flow of free trade. We verbally communicate with our customers to ascertain their business needs and preferred methods of contact and allow them to opt out at any time. We understand that in this current economic environment, we cannot rely on outmoded practices of pen and ink if they are going to thrive. You must be cognizant of that. So, why, then, would you deliberately cause this kind of onerous situation?

Please reconsider this disruptive and useless ban and allow us to conduct business fairly and profitably.